



The Beauty of Bulletin Boards

Bulletin boards can serve many purposes effectively and efficiently with a minimum amount of effort and expense.

Bulletin boards are a great way to:

- Deliver updated WIC materials, publications, and information to your clients.
- Remind people about upcoming events.
- Decorate a lobby, waiting area, or classroom.
- Allow staff to exercise creativity.
- Give WIC participants an opportunity to interact with information, to voice their ideas and opinions, share experiences, and evaluate services.
- Encourage WIC staff and participants to make healthy behavior changes.

Bulletin boards are not meant to tell people everything about a topic, but to get people interested in a topic, move them to think about it in new ways, and to do something with the information they see or read—perhaps find out more about it!



The purpose of a bulletin board is to:



AROUSE interest...STIMULATE thought...encourage ACTION!

Things to remember when designing bulletin boards:

- Use bright colors.
- Make your display easy to read and understand.
- Have a central theme and no more than four points of interest.
- Keep ideas concise and stimulating.
- Make use of seasonal events.
- Think of your audience: consider their ages, education, and cultural background.



Tips for great bulletin boards:

- Make lettering easy to read.
- Use a variety of sizes and types to accent points.
- Use cool colors (green, blue, and gray) for backgrounds, and warm colors (red, yellow, and orange) to emphasize a message.
- The title should be short and simple and identify the display.
- Rectangular-shaped displays are more pleasing to the eye than square-shaped displays.
- Provide a nice accent such as border designs and themes that compliment and enhance the display.
- Change your bulletin board regularly.
- Share the responsibility with different staff.
- Know what information your clients want or need, so your display reflects their request.

Suggestions for bulletin board art:



Use wallpaper or fabric for cut-out objects. Wallpaper stores will give away their old samples books and left over pieces of wallpaper.



Use an owl to educate clients about things they want to know, or a giraffe's neck to measure stages of growth or to ask "How long has it been ...?"



Use a lamp to share some "bright ideas," or a child's building blocks to demonstrate "building blocks to good prenatal care: diet, exercise, rest, attitude and appearance."



Make a miniature kite soaring across your bulletin board and write "Set Your Sights High" to encourage good prenatal care or nutrition information.



Use April showers to bring fresh flowers or produce from the WIC Farmer's Market.



Use a scale to help you "balance" your diet.



Use catchy, familiar phrases and symbols: "Put on Your Thinking Cap", "Make My Day", "The Sky's the Limit", or "Breastfeeding: It's a Good Thing!"



Use traffic signs to list the "signs of developmental readiness" for starting solids.



Use a toy train to illustrate "getting on the right track" toward good nutrition.



Use stickers or pads and pencils to make the display interactive.



Visit a school supply store for bulletin board materials.

Resources for more ideas about bulletin boards:

- ❖ Sanders, Ruth, *New Ideas for Bulletin Boards*, Vol.#3 Baylor University, Home Economics Departments; Waco, Texas, 1970.
- ❖ L&M Creations, *Great Ideas: Teaching Home Economics through Bulletin Boards*; 1979.
- ❖ Interstate Printers and Publishers, Inc., *The American Association of Agriculture College Editors Communications Handbook*, Third Edition; Danville, IL 61832, 1967.